

CONFIDENTIAL

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To whom it may concern,

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Participation in research being undertaken for Ofcom by Revealing Reality

Ofcom, the regulator for the communications services that people use and rely on each day, is conducting research on the **content being served to children online**. This research will be used to inform public policy development and provide evidence to enable organisations and agencies to best target their initiatives.

Ofcom has a statutory duty to promote media literacy under Section 11 of the Communications Act 2003.¹ Ofcom defines media literacy as “the ability to use, understand and create media and communications in a variety of contexts”.

This research will also help Ofcom to prepare for its new responsibilities granted by the draft Online Safety Bill². The Bill will require services to fulfil safety duties for all users, taking additional measures to protect children online.

Ofcom have commissioned Revealing Reality, an independent research agency, to conduct this research. As part of this, Revealing Reality are speaking to young people and their families across the UK about their experiences online. Any help connecting Revealing Reality with the right people to enable this would be greatly appreciated. If you have any further questions, don't hesitate to get in touch: caroline.cason@ofcom.org.uk

Yours sincerely,

Caroline Cason

¹ Ofcom has a duty to ‘take such steps, and to enter into such arrangements, as appear to them calculated to bring about, or to encourage others to bring about, a **better public understanding** of the nature and characteristics of material published by means of the electronic media’ – (Section 11 (1)(a)). Under Section 14 (6)(a) of the Act Ofcom has a duty to make arrangements for the carrying out of research into the matters mentioned in Section 11 (1).

² [Draft Online Safety Bill - GOV.UK \(www.gov.uk\)](https://www.gov.uk/government/consultations/draft-online-safety-bill)